



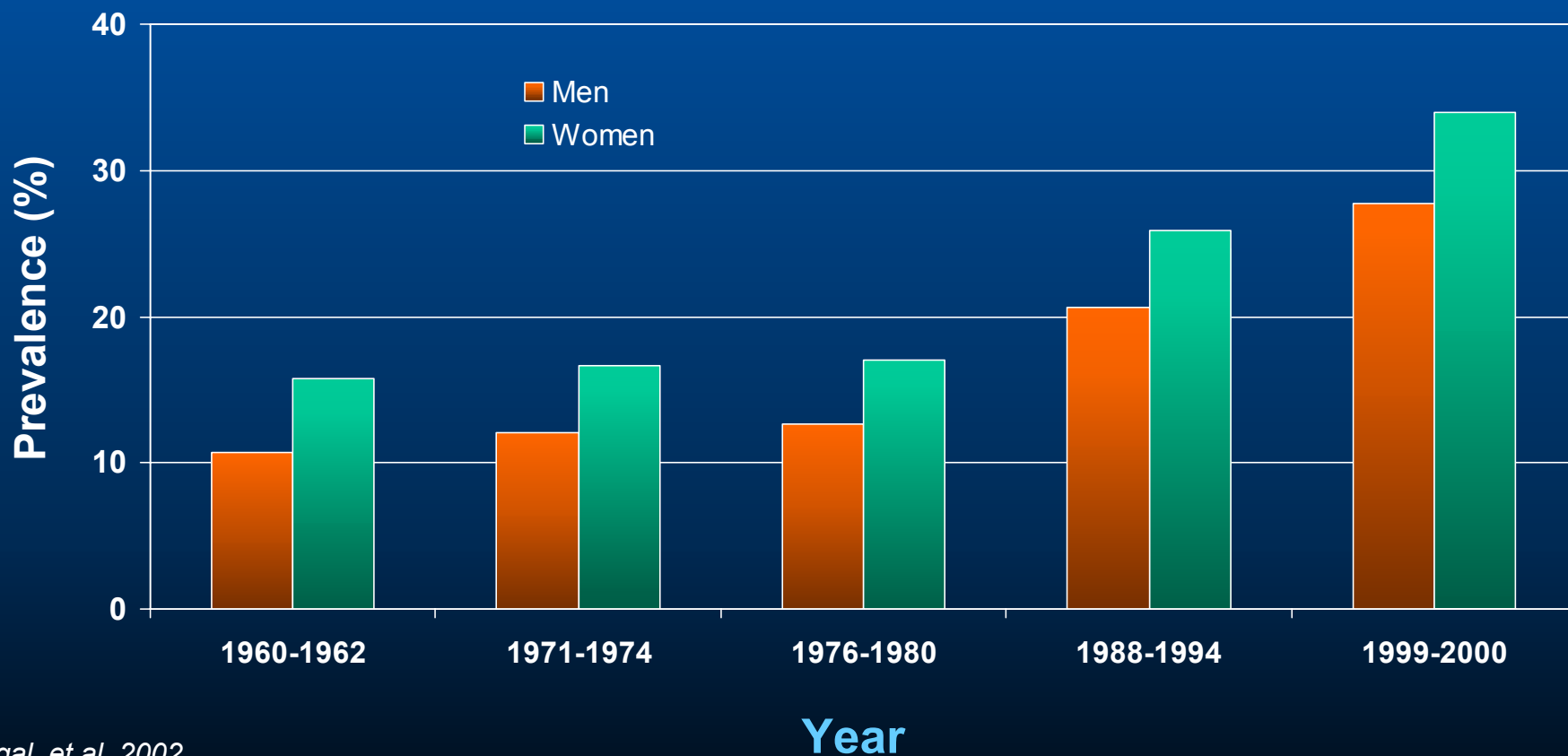
DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION



Getting People to Move More: Promotion and Education Strategies That Get Results!

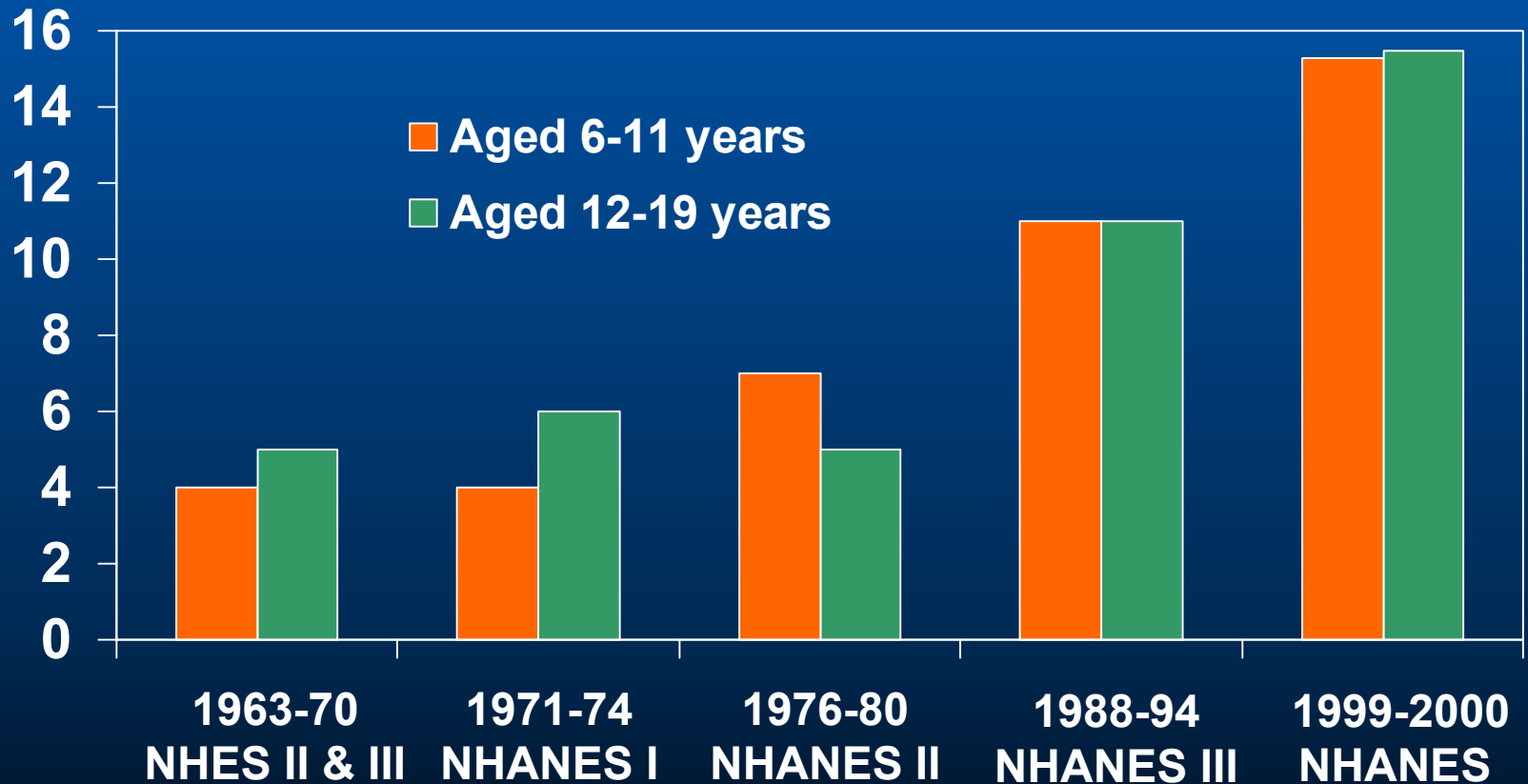
Howell Wechsler, Ed.D., MPH
Division of Adolescent and School Health
February 2003

Prevalence of Obesity Among Adults Aged 20-74 Years: US, 1960-2000



Flegal, et al. 2002

Prevalence of Overweight Among U.S. Children and Adolescents*



**Gender- and age-specific BMI \geq the 95th percentile*

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Healthy People 2010: Leading Health Indicators

- Physical activity
- Overweight and obesity
- Tobacco use
- Substance abuse
- Responsible sexual behavior
- Mental health
- Injury and violence
- Environmental quality
- Immunization
- Access to health care

Health Benefits of Physical Activity

Reduces the risk of:

- Dying prematurely
- Dying from heart disease
- Developing diabetes
- Developing high blood pressure
- Developing colon cancer

Health Benefits of Physical Activity

- Helps reduce blood pressure in people who already have high blood pressure.
- Helps control weight.
- Helps build and maintain healthy bones, muscles, and joints.
- Helps older adults become stronger and better able to move about without falling.
- Reduces feelings of depression and anxiety.
- Promotes psychological well-being.

Prevalence of Physical Activity Among U.S. Adults and High School Students

| | Adults (2000) ^a | High School Students (2001) ^b |
|--|----------------------------|--|
| No Physical Activity | 39% | 10% |
| Insufficient Amount of Physical Activity | 68% | 31% |

^aNational Health Interview Survey; no physical activity = leisure-time

^bNational Youth Risk Behavior Survey

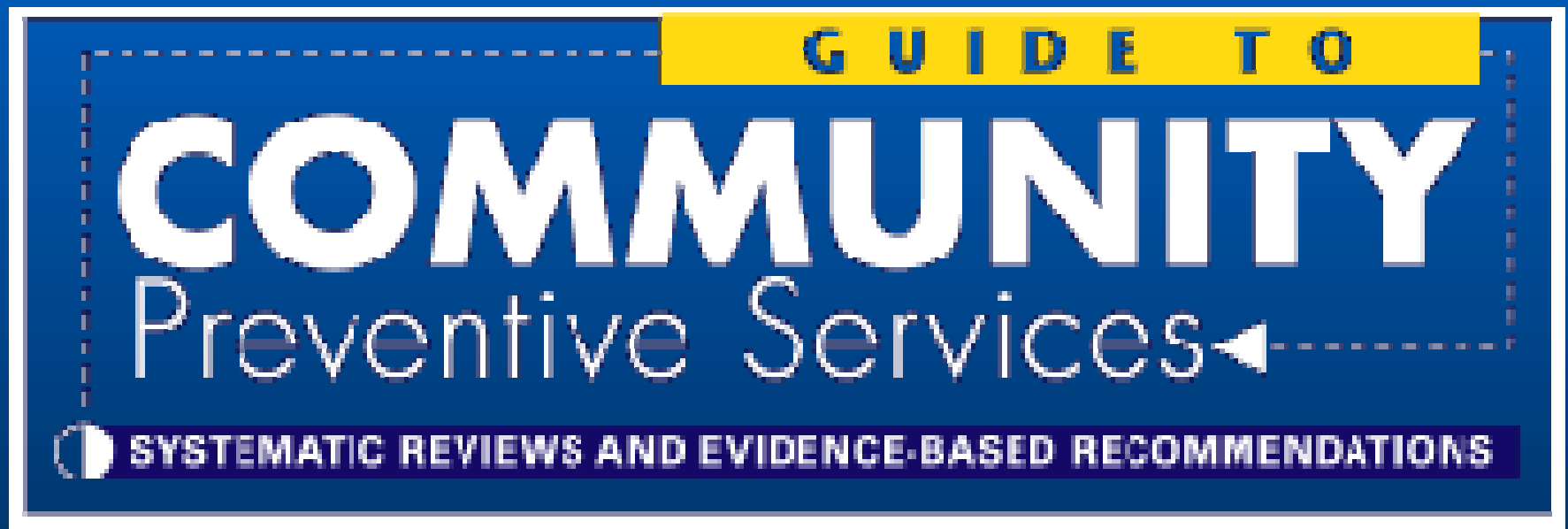
* CANINE CONSTITUTIONAL



Ben Russell/Chicago

A brisk walk in the park keeps Marcy II in shape between dog shows. His owner, Columbus resident Cathy Stumbo, got up early to give her 3-year-old Doberman his regular workout. They typically log 10 miles in Berliner Park.

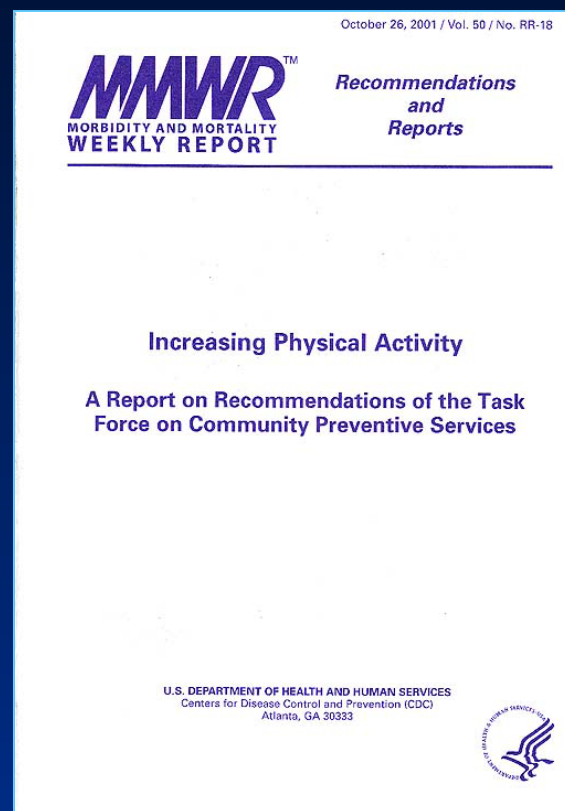
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Physical Activity

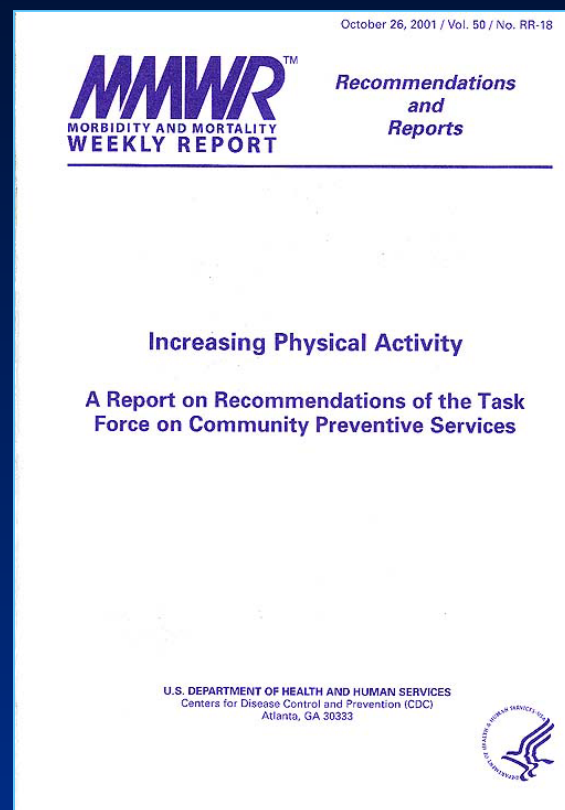
Effective Interventions to Promote Physical Activity

- Informational
 - Community-wide education
 - Point of decision prompts
- Behavioral and social
 - School-based PE
 - Non-family social support
 - Individually adapted behavior change
- Environmental and policy
 - Enhanced access with outreach



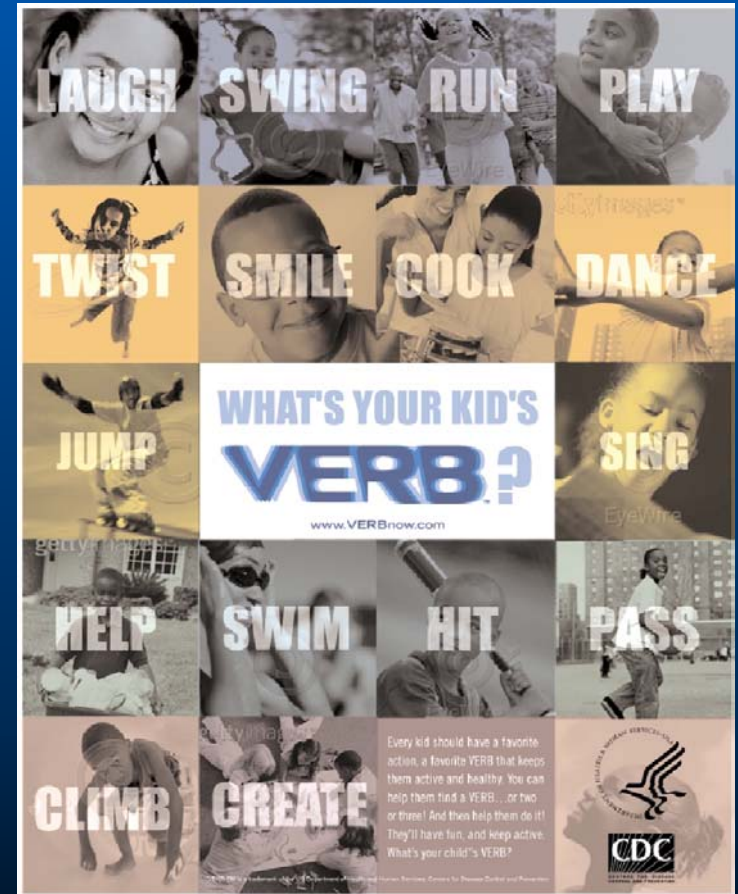
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Community-wide Campaigns

- Large-scale, high intensity, high visibility
- Multi-media (e.g., TV, radio, newspapers, movie theaters, billboards, mailings)
- Multi-component (e.g., support groups, risk factor screening, community events, environmental changes)
- “Combined package”



“Point-of-Decision” Prompts

- Motivational signs placed by elevators and escalators
- Encourage stair use for health/weight control
- Single component

There are 1440 minutes in
every day... schedule 30
of them for physical activity.

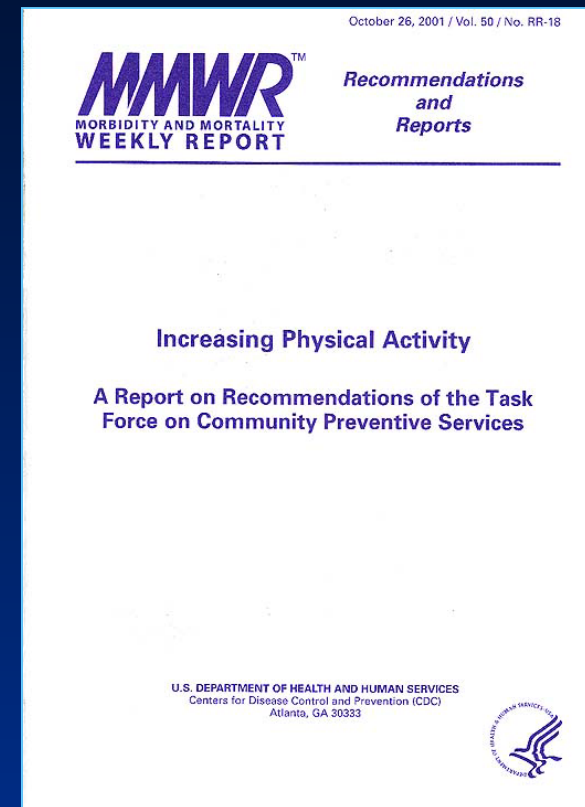
Before





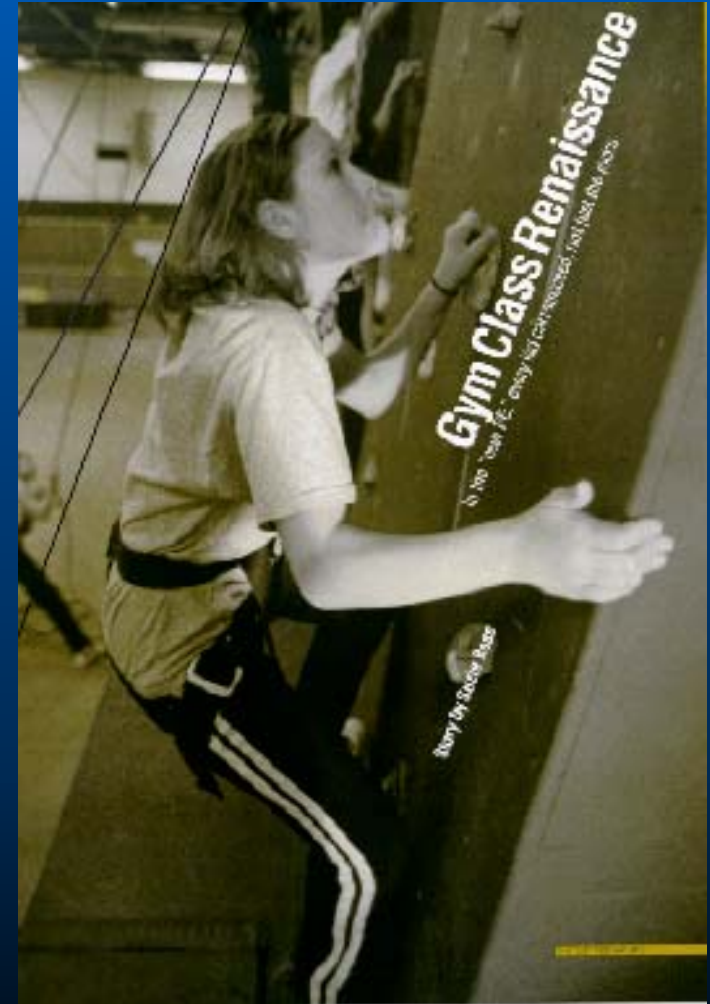
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Enhanced Physical Education

- Modified curricula and policies
- Designed to make PE classes longer or have students be more active during class
- Changed activities taught or modified game rules



Social Support in Community Settings

- Build, strengthen, and maintain social networks that support behavior change
- Settings include communities, work-sites, universities
- 'Buddy' systems
- Contracting
- Walking groups



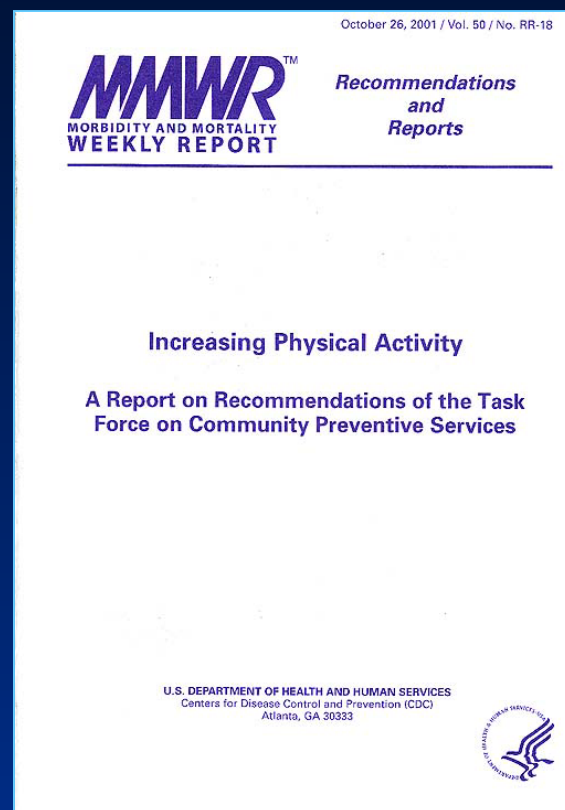
Individually-Adapted Health Behavior Change

- Goal setting and self-monitoring
- Building social support
- Behavioral reinforcement
- Structured problem solving
- Relapse prevention
- Delivered in group settings or by mail, phone, or directed media



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Enhanced Access to Places for Physical Activity Plus Information Distribution

- Creating new walking trails or exercise facilities
- Increasing access to existing facilities by reducing barriers (e.g., safety, affordability)
- Training & social support
- “Combined package”



Physical Activity Advice

- DON'T obsess over weight
 - Focus on incorporating physical activity and healthy eating into your family life
- Loved ones will more likely do what you do than what you say
- Set limits on TV time and stick to them
 - No TV in children's bedroom

Physical Activity Advice

- Schedule a regular time for family physical activity
- Include physical activity as part of family events and vacations
- Help loved ones find physical activities that they like and help them participate
- Emphasize fun and learning, not winning
- Reward with fun physical activity

Physical Activity Advice

- Find out about physical activity opportunities in your community
- Find a place for indoor fun
- Take the parking spot far from the store
- Carry a “traveling locker room” in your car
- Give gifts that encourage activity



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